

d.Construct 2006
Sponsors' Pack



What is d.Construct?

d.Construct is an affordable, one-day conference aimed at those building the latest generation of web-based applications. The event discusses how new technology is transforming the web from a document delivery system to an application platform.

Last year saw the inaugural event, the first of its kind in the UK and possibly in Europe. Internationally renowned speakers from organisations including Yahoo!, the BBC and the Electronic Freedom Federation discussed hot-topics such as web application design, AJAX, API's and the mobile web. The conference was so successful that it sold out in less than thirty minutes, something unheard of in conference circles.

Due to the unprecedented interest in last year's conference, we will be increasing this year's capacity to 350 people, allowing even more people to benefit from the event.

Why Sponsor d.Construct?

d.Construct is a low cost, grassroots conference intent on promoting new web technologies. It also provides an important focal point for both the local and national developer community. Sponsoring d.Construct is an excellent opportunity to show your support for the industry, as well as associating your brand with this exciting new field of web development. By sponsoring this event you will be able to connect your brand with influential bloggers and thought leaders, talented developers and some of the best known Internet companies around.

We have a variety of sponsorship opportunities, which are detailed later in this document.

Audience

The audience will be made up of technically astute web practitioners with a particular interest in web applications. The target market for this conference will be split evenly amongst 3 core groups.

- Design and development agency staff
- In-house developers for web enabled companies
- Consultants and freelance web developers

Job titles will include:

- Technical Director
- Chief Technical Officer (CTO)
- Company Director
- Head of Web Development
- Head of User Experience
- Business Development Manager
- Senior Designer
- Production Manager
- Senior Web Developer/Programmer
- Senior User Interface Designer
- Usability/Information Architect

The majority of the audience will be from London and the South East although we also expect attendees from elsewhere in the UK and across Europe.

Why Will People Attend?

d.Construct 2005 was so popular that tickets sold out within 30 minutes. Despite significantly increasing the number of tickets available, we are confident that this event will see a similar huge demand. People will attend the event for the following reasons:

- The chance to hear internationally renowned speakers.
- The chance to meet well-known opinion formers within the industry.
- To learn about current web trends and how they can benefit their company
- The opportunity to learn new skills and technologies.
- To be inspired and excited by new developments in the industry.
- The chance to network with other people working in the same sector and sharing the same beliefs and goals.

Speakers

Speakers* for this event include:

- Jeffrey Veen (MeasureMap, Google)
- Jeremy Keith (WASP)
- Simon Willison (Flickr, Yahoo!)
- Tom Coates (Yahoo!)
- Derek Featherstone (Further Ahead)
- Thomas Vander Val (InfoCloud Solutions Inc.)
- Aral Balkan (Ariaware)
- Jeff Barr (Amazon)

**Subject to change*

Format

The conference will be run over one day, avoiding the need for overnight accommodation for the majority of delegates. The conference will comprise approximately 8 sessions including a keynote speech, presentations, experts' panel and a closing Q/A session.

Location + Facilities

The exact date and venue for d.Construct 2006 is still being decided, however it will most likely take place in Brighton during the month of September. The venue will seat 350 people and hopefully have a WiFi Internet connection. We will provide light refreshments throughout the day, but lunch will not be provided.

Brighton is a well-known conference town with excellent links to Central London (45min) and Gatwick Airport (20min). Brighton also has the highest concentration of web design firms in the UK making it the perfect location to host d.Construct 2006.

Finances and Sponsorship

While many of the conference attendees will be paid for by their employers, we feel that a significant proportion will be individuals paying for themselves. As such it's important to keep the cost of attending as low as possible. Our ideal ticket price therefore is £75.

To offset ticket prices, we are looking for a number of corporate sponsors. We have three main sponsorship opportunities available.

Premier Sponsor - £tbc (1 place available)

- Introduce the keynote speaker
- 6 Foot Skirted Table in Lobby
- 6 Attendee Passes
- Company Listing in Press Releases
- Name and/or logo and URL on website
- Name and/or logo on program and other marketing collateral
- Name and/or logo on screen during breaks
- Marketing material in attendee goodie bags

Executive Sponsor - £2000 (4 places available)

- 6 Foot Skirted Table in Lobby
- 4 Attendee Passes
- Company Listing in Press Releases
- Name and/or logo and URL on website
- Name and/or logo on program and other marketing collateral
- Name and/or logo on screen during breaks
- Marketing material in attendee goodie bags

Associate Sponsor - £1000 (6 places available)

- 2 Attendee Passes
- Name and URL on website
- Name and/or logo on screen during breaks
- Marketing material in attendee goodie bags

In addition to financial sponsorship, we are also interested in accepting product/service donations for an end-of-event prize draw.

About the Organisers

Clearleft is an experienced team of Web design and interaction experts. Our consultants have all been working on the Web since 1995, with clients large and small. They speak at major design and business conferences, write regular columns and white papers, and are all published authors.

Clearleft have provided custom training solutions for a number of high-profile companies and organisation including Yahoo!, Fujitsu-Siemens, The Home Office and OfCom. Clearleft also run public training workshops on accessibility and web standards as well as organizing a yearly Web 2.0 conference.

The Team

Andy Budd is an internationally renowned user experience designer and developer. He enjoys speaking at web design conferences (such as SxSWi, @Media and d.Construct) and running training courses in accessibility and web standards. Andy is the author of "CSS Mastery: Advanced Web Standards Solutions", and co-author of "Blog Design Solutions". Andy is the design and user experience lead at Clearleft and is the project manager for d.Construct 2006.

Richard Rutter has ten years experience of developing commercial websites and

applications. Most recently he worked for three years as the project lead on Multimap's hugely successful public site, before helping to set up Clearleft. Richard is currently co-writing the second edition to "Web Accessibility: Practical, Legal, and Business," to be published by Apress. Richard is also an expert in information architecture, project planning and project management. Richard is the project lead at Clearleft and will be co-ordinating the event on the day.

Jeremy Keith is a hugely experienced developer specialising in XHTML, CSS, JavaScript and Ajax. Jeremy is the joint leader of the Web Standards Projects DOM Scripting Taskforce and is a regular on the international conference circuit. His bestselling book, "DOM Scripting: Web Design With JavaScript And the Document Object Model", was published in September. Jeremy is the technical lead at Clearleft and will be speaking at d.Construct on the subject of accessible Ajax.